Closing hours of Campaign 80 □ FCC momentum for a New Jersey VHF □ "At Large" with Don Curran

Broadcasting Oct 27

The News Magazine of the Fifth Estate □ Established 1931 Our 50th Year □ 1980

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The First 50 Years Of Broadcasting

The Week in Brief

TOP OF THE WEEK

HEAD-ON IN CLEVELAND ☐ Carter-Reagan TV confrontation Tuesday sets pace for countdown to election day next week. CNN will patch in uninvited Anderson. **PAGE 27.**

SCORECARD ☐ In last days of campaign, journalists look at candidates, how they ran and way media performed. **PAGE 29.**

PULSE OF PEOPLE ☐ Study reports on how public feels about news freedom. **PAGE 31.**

MOVE FOR DETENTE ☐ Prodded by unhappy members, NAB committee seeks way to resolve conflict between its radio conference and NRBA convention. **PAGE 32.**

JERSEY BOUNCE ☐ FCC may propose that New York's channel 9 be reallocated to New Jersey. **PAGE 33.**

DIGITAL BREAKTHROUGH ☐ Worldwide standards may evolve from recommendations of CCIR subgroup. **PAGE 34.**

MORE LOW-POWER GROUPS ☐ Another three TV proposals are filed at FCC. **PAGE 34.**

AT LARGE

ICE STILL THIN ☐ Don Curran has long been standard bearer for UHF in fight for parity with VHF. But, president of Field Communications explains in interview, gains of later years could be offset by unanticipated new competition on horizon. **PAGE 36.**

LAW & REGULATION

LOOK TO YOURSELF ☐ FCC's network inquiry staff tells commission that existing allocations plan is biggest barrier to development of new TV networks. **PAGE 42.**

MORE ATTENTION TO SIN ☐ Justice's Antitrust Division is probing Spanish International Network, already under FCC scrutiny. **PAGE 44.**

CABLE STUDY ☐ FCC's Office of Plans and Policy is ordered to examine ownership and other restrictions. **PAGE 45.**

TECHNOLOGY

OPENING CHINA'S MARKETPLACE ☐ U.S. telecommunications products will be shown next year in Beijing at major trade show sponsored by Electronics Industries Association and National Council for U.S.-China Trade. **PAGE 48.**

NOW THERE'S MICRO-TV ☐ That's "flea-powered" television service proposed in study for FCC. **PAGE 48.**

MEDIA

REAGAN ON RFE/RL ☐ Republican candidate says it's vital to strengthen overseas broadcasts. **PAGE 53.**

BUSINESS

ABC EARNINGS DROP ☐ Third-quarter profits decline 6.9% to $29.7 million. **PAGE 56.**

COLUMBIA PICTURES PRICE TAGS ☐ In meeting with New York analysts, Vincent reviews company operations, says ABC will pay in $20-million range for "Close Encounters" and $15 million, with escalator, for "Kramer vs. Kramer." **PAGE 56.**

PROGRAMING

NBC-TV'S DELAYED START ☐ Three-phase launching in next three months is announced for 1980-81 season that was virtually grounded by strikes. **PAGE 58.**

OBSTACLES ☐ Premiere chairman Harris sees more dross than gold for new pay-TV network. **PAGE 58.**

1933

THE 'BROADCASTING' YEARS ☐ FDR and his fireside chats become American institution. It happens while broadcasters have to cope with accelerated press-radio war, and Washington starts to phase out Federal Radio Commission. **PAGE 61.**

PROFILE

PAST IS PROLOGUE ☐ Young & Rubicam's Jerry Baldwin last year supervised placement of about $250 million in radio-TV spot and network radio. He's not awed by magnitude of that figure since he sees even greater things down road with new media. **PAGE 97.**

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■ Alva, Okla.—Zumma Broadcasting Co. granted 99.7 mhz, 100 kw, HAAT: 835 ft. Address: Box 3 Alva 7317. Estimated construction cost: $318,072; first quarter operating cost: $28,600; revenue: $225,000. Format: Contemporary. Principal: William R. Lacy who is Oklahoma City broadcast consultant. He also owns 60% of Oklahoma City advertising company. He has no other broadcast interests. Action Sept. 24.

■ Quanah, Tex.—Joy Radio Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 219 ft. Address: Box 456, Quanah 79252. Estimated construction cost $8,950; first year operating cost $7,450; revenue $24,000. Format: C&W and Talk. Principals: Joe E. Willis, Robert Rachwig, Charles Maddux, E. F. Abercrombie Jr., and Marlin Maddoux (20% each). Joy Radio is also licensee of KOLJ(AM) Quanah. Action Setp. 24.

■ East Wenatchee, Wash.—Read Broadcasting granted 97.7 mhz, 3 kw, HAAT: -150 ft. Address: Box 683 Spokane, Wash. 99210 Estimated construction cost: $9,500; first quarter operating cost: $10,500; revenue $60,000. Format: Mature. Principal: Thomas W. Read (100%). He owns TWR Enterprises which is advertising, radio program production and syndication and broadcast equipment sales firm. He also owns KQIN(AM) Burien, Wash. Action Sept. 18.

■ Rice Lake, Wis.—Red Cedar Broadcasters Inc. granted CP for new FM on 97.7 mhz, ERP 3 kw, ant. height 300 ft., condition (BPH-791022AE). Action Sept. 12.

TV action

■ Mobile, Ala.—Hess Broadcasting Co. granted ch. 15; ERP 2570 kw vis., 91.2 kw aur., HAAT: 1630 ft.; ant. height above ground 1312 ft. Address: 4900 Bayou Blvd., Pensacola, Fla. 22503. Estimated construction cost $1,311,115; first-quarter operating cost $140,850; revenue $1,528,542. Legal counsel: Hamel, Park, McCabe & Saunders, Washington; consulting engineer: Jules Cohen. Principals: Milt deReyna (20%), Roy L. Hess (79%) and his daughter, Shelley Jean (1%). deReyna is executive vice-president of Hess Marketing Center; Hess is president. Firm is engaged in sales and service of airplanes, boats, and automobiles. Shelley is student. There are no other broadcast interests. Action Oct. 3.

■ *Fort Meyers, Fla. University of South Florida granted ch. 30 (566-572 mhz); ERP 631 kw vis., HAAT 968.3 ft.; ant. height above ground 970 ft. P.O. address: 4202 Fowler Ave., Tampa, Fla. 33620. Estimated construction cost $915,524; first-year operating cost $60,500. Legal counsel Cohn & Marks, Washington; chief engineer Jown W. Ralle. Applicant is state university, William G. Mitchell is general manager. Action Sept. 16.

■ Melbourne, Fla.—Southern Broadcasting Corp. granted ch. 43; ERP 1780 kw vis., HAAT 1009 ft.; ant. height above ground 990 ft. Address: 1000 South Harbor City Blvd., Melbourne 32901. Estimated construction cost $1,049,000; first-quarter operating cost $110,250. Legal counsel: Midlen and Reddy, Washington; Consulting engineer: Robert Silliman. Principals: Louis Frey Jr. (25.8%); Wharton K. Burgreen (22.5%); Hugh M. Evans Sr. (22.5%); Oscar Juarez (4.2%); William Hampton (8.3%), and E.J. Kendall Jr. (16.7%). Frey is partner of Pepper, Hamilton and Scheetz, Washington Law firm; Burgreen is Melbourne restauranteur; Evans is owner of real estate firm in Melbourne; Juarez is partner in government and political consulting firm in Orlando, Fla., Hampton was licensee of KRNS Radio in Burns, Ore. until Dec. 1978; and Kendall has various interests in banking and insurance in Merit Island and Titusville, Fla. There are no other broadcast interests. Action Sept. 15.

■ *Terre Haute, Ind.—Indiana State University granted ch. 26; ERP 1510 kw vis., 302 kw aur., HAAT 475 ft.; ant. height above ground 400 ft. Address: 216 N. 6th Street, Terre Haute. Revenue $379,670. Consulting engineer: Donald Mier. Principals: Board of Trustees of Indiana State University. Charles W. Ainlay, an attorney, is president. The board is also licensee of *WISU-FM Terre Haute. Action Oct. 2.

■ *Alexandria, La.—Louisiana Educational Television Authority granted ch. 25; ERP 1,070 kw vis, 107 kw aur., HAAT 1,360 ft.; ant. height above ground 1,324 ft. P.O. address: 626 N. Fourth Street, Baton Rouge 70804. Estimated construction cost $2,239,210; first-year operating cost $205,850. Consulting engineer Jules Cohen & Associates. Applicant is state agency. A. Fred Frey is executive director. Action Sept. 15.

■ Watertown, N.Y.—R.B.D. Productions denied ch. 50; ERP 30 kw vis., 6 kw aur., HAAT 633 ft.; ant. height above ground 577 ft. Address: 29A Gifford Rd., Rte. 2, Watertown 13601. Estimated construction cost $717,188; first-year operating cost $229,500; revenue $350,000. Legal counsel Lauren Colby, Frederick, Md.; Consulting engineer E. Harold Munn Jr. Applicant is owner of WOTT(AM)-WNCQ(FM) Watertown, J. Graham is president. Action Sept. 15.

■ Canton, Ohio—Ray A. Rogers granted ch. 67; ERP 138 kw vis., 13.8 kw aur., HAAT: 290 ft. Address: 4855 Fulton, Canton 44718. Estimated construction cost $48,986; first-year operating cost $192,917; revenue $300,000. Legal counsel Layton, McNees, Stone & Perry, Oak Ridge, Tenn. Consulting engineer B. Scott Baxter. Principals: Ray Rogers, construction contractor in Canton, with no other broadcast interests. Action Oct. 2.

■ Brownsville, Tex.—Tierra Del Sol Bdcg. Corp. granted ch. 23; ERP 500 kw vis., 1000 kw aur., HAAT 1470 ft.; ant. height above ground 1500 ft. Address: PO 671, Brownsville 78250. Estimated construction cost $2,623,200; first-quarter operating cost $310,034; revenue $1,200,000. Legal counsel: Pierson, Ball & Dowd, Washington; Consulting engineer Steel, Andurs, Washington. Principals: Paulette Dean (40%); and seven others. Dean is business manager for Brownsville law office and 50% owner of Brownsville land development company. Neither she or other principals has other broadcast interests. Action Sept. 16.

Licenses

■ WMFE-FM Orlando, Fla.

■ WRTU(FM) San Juan, PR.

Ownership Changes

Applications

■ WCMD(AM)-WJSE(FM) Cumberland, Md. (AM: 1236 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 3.5 kw)—Seeks assignment of license from Greater Cumberland Broadcasting Inc. to Community Service Broadcasters Inc. for $550,000. Seller: William R. Crossley (51%) and William L. Thompson (49%). They have no other broadcast interests. Buyer: C. Alfred Dick (100%). He owns Chattanooga-based broadcast brokerage firm. He owns 50% of both WKYV(FM) Vicksburg, Miss., and WFPA(AM) Fort Payne, Ala., Ann. Sept. 23.

■ WMRN-AM-FM Marion, Ohio (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 106.9 mhz, 25 kw)—Seeks assignment of license from Marion Broadcasting Co. to Sandance Corp. for $2 million. Seller: Worth Kramer (100%). He has no other broadcast interests. Buyer: Robert C. Kanuth Jr. (51%), John P. Courtwright Jr. (29%) and Donald B. Shackelford (20%). Kanuth is chairman and 90% owner of Columbus, Ohio investment banking corporation. Courtright is owner of Marion, Ohio-based real estate investment corporation. Shackleford is chairman and 5% owner of Columbus savings and loan association. They have no other broadcast interests. Ann. Sept. 23.

■ WSAN(AM) Allentown, Pa. (AM: 1470 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from Lehigh Valley Broadcasting Co. to WSAN Inc. for $1.5 million. Seller: Estate of B. Bryan Musselman (60%) and Olivia M. Barnes and Revel H. Musselman (20% each). They have no other broadcast interests. Buyer: Harold G. Fulmer III (100%). He owns Wescosville, Pa.-based chain of McDonalds fast food restaurants, and Allentown real estate investment company. He has no other broadcast interests. Ann. Sept. 25.

■ WSEW(AM) Selinsgrove, Pa. (AM: 1240 khz, 1 kw-D, 25- w-N)—Seeks assignment of license from B & K Broadcasting Co. to Riverside Media Inc. for $240,000 plus assumption of liabilities ($24,000). Seller: William Mahoney (51%), Jimmie C. George (40%) and three others. Buyer: Douglas W. George (51%), father, Jimmie (40%) and three others. Junior George is associated with Baltimore, Md., media planning company. Senior George owns Carlisle, Pa., florist shop. They have no other broadcast interests. Ann. Sept. 23.

■ WCAY(AM) Cayce, S.C. (AM: 620 khz, 500 w-D)—Seeks assignment of license from Lexington County Broadcasters Inc. to Southcom Inc. for $290,000. Seller: J. Olin Tice Jr. (100%). He owns 1.5% of Communications Corp. of America, licensee of WFIF(AM) Milford, Conn., and 49% owner of WBUG(AM) Ridgeland, S.C. Buyer: Robert Liggett Jr. and Daniel F. Covell (50% each). Leggett is 63.49% owner of Megamedia Inc.—licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcast Group, Williamston, Mich.-based broadcast management consulting firm and 10% of cable system serving Leslie, Mich. Megamedia is applicant to purchase WZZR-FM Grand Rapids, Mich. (BROADCASTING, Oct. 6). Clovell is owner of Bay City, Mich. advertising agency. He has no other broadcast interests. Ann. Sept. 29.

■ WPUV-AM-FM Pulaski, Va. (AM: 1580 khz, 5 kw-D, 1 kw-N; FM: 107.1 mhz, 2.85 kw)—Seeks assignment of license from Pulaski Broadcasting Corp. to Clayton Lake Broadcasting Corp. for $385,000. Seller: Richard J. Fraser who has no other broadcast interests. Buyer: Jimmy R. Lester (75%) and Thomas M. Compton (25%). Lester owns cable system serving Oceana, W. Va., and 50% of Oceana-based real estate development and management firm. Compton is salesman for WPUV-AM-FM. They have no other broadcast interests. Ann. Sept. 29.

■ KLYN-FM Lynden, Wash. (FM: 106.5 mhz, 100 kw)—Seeks transfer of control of KLYN-FM Inc. from Sidney Baron and family (100% before; none after) to Christa Ministries (none before: 100% after). Consideration: $750,000. Principals: Baron has no other broadcast interests. Buyer: Nonprofit religious corporation based in Seattle. It owns KGDN(AM)-KBIQ(FM) Edmonds, Wash., and WSYX(FM) London, OHio. Edward McMillan is chairman. Ann. Sept. 23.

Facilities Changes

FM applications

■ KFSK(FM) Petersburg, Ark.—Seeks CP to in-

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization

**Includes off-air licenses